

ADI (rank)	1987 TSA households (000)			ADI (rank)	1987 TSA households (000)		
	ABC	CBS	NBC		ABC	CBS	NBC
Laurel-Hattiesburg, Miss. (162)	—	3	27	Rochester, N.Y. (70)	42	50	55
Lexington, Ky. (73)	32	53	47	Rockford, Ill. (114)	24	26	28
Lima, Ohio (195)	—	—	14	Roswell, N.M. (180)	—	14	—
Lincoln-Hastings-Kearney, Neb. (92)	17	41	11	Sacramento-Stockton, Calif. (20)	104	107	143
Little Rock, Ark. (53)	54	63	69	St. Joseph, Mo. (189)	12	—	—
Los Angeles (2)	473	433	539	St. Louis (18)	107	151	176
Louisville, Ky. (49)	47	83	92	Salinas-Monterey-San Jose, Calif. (111)	33	19	36
Lubbock, Tex. (150)	13	22	20	Salisbury, Md. (164)	11	24	22
Macon, Ga. (131)	14	33	16	Salt Lake City (41)	68	68	79
Madison, Wis. (107)	26	37	34	San Angelo, Tex. (190)	—	10	—
Mankato, Minn. (209)	—	12	—	San Antonio, Tex. (44)	57	79	75
Marquette, Mich. (185)	—	18	—	San Diego (25)	78	90	89
McAllen-Brownsville, Tex. (116)	22	23	19	San Francisco (5)	224	227	269
Medford, Ore. (155)	10	16	27	Santa Barbara-Santa Maria, Calif. (113)	19	20	19
Memphis (39)	53	93	113	Sarasota, Fla. (156)	13	—	—
Meridian, Miss. (177)	16	9	7	Savannah, Ga. (110)	17	43	35
Miami (14)	138	167	168	Seattle-Tacoma (16)	119	131	157
Milwaukee (30)	77	94	113	Shreveport, La.-Texarkana, Tex. (62)	57	76	60
Minneapolis-St. Paul (15)	118	158	139	Sioux City, Iowa (123)	20	10	29
Minot-Bismarck-Dickinson, N.D. (146)	5	19	26	Sioux Falls-Mitchell, S.D. (98)	25	46	19
Missoula-Butte, Mont. (173)	10	9	12	South Bend-Elkhart, Ind. (84)	29	49	56
Mobile, Ala.-Pensacola, Fla. (55)	42	83	72	Spokane, Wash. (78)	37	40	48
Monroe, La.-El Dorado, Ark. (115)	11	49	22	Springfield, Mass. (106)	27	—	44
Montgomery-Seima, Ala. (108)	12	30	59	Springfield, Mo. (83)	14	44	49
Nashville (31)	67	126	123	Springfield-Decatur-Champaign, Ill. (76)	36	51	50
New Orleans (33)	71	122	107	Syracuse, N.Y. (67)	46	59	65
New York (1)	760	804	906	Tallahassee, Fla.-Thomasville, Ga. (129)	9	40	10
Norfolk-Portsmouth-Newport News, Va. (46)	56	68	81	Tampa-St. Petersburg (17)	133	184	176
North Platte, Neb. (211)	—	—	5	Terre Haute, Ind. (127)	8	31	36
Odessa-Midland, Tex. (140)	20	26	22	Toledo, Ohio (64)	45	65	78
Oklahoma City (37)	58	95	83	Topeka, Kan. (144)	9	27	19
Omaha (69)	46	45	54	Traverse City-Cadillac, Mich. (139)	13	39	31
Orlando-Daytona Beach-Melbourne, Fla. (27)	99	110	231	Tucson, Ariz. (81)	35	35	43
Ottumwa, Iowa-Kirkville, Mo. (204)	13	—	—	Tulsa, Okla. (52)	65	65	67
Paducah, Ky.-Cape Girardeau, Mo. (77)	24	56	52	Tuscaloosa, Ala. (186)	—	8	—
Palm Springs, Calif. (181)	6	—	7	Twin Falls, Idaho (203)	—	8	—
Panama City, Fla. (171)	14	—	23	Tyler-Longview, Tex. (125)	37	8	4
Parkersburg, W.Va. (198)	—	—	9	Utica, N.Y. (158)	12	—	24
Peoria, Ill. (103)	22	27	33	Victoria, Tex. (207)	3	—	7
Philadelphia (4)	374	333	389	Waco-Temple, Tex. (95)	12	41	29
Phoenix (22)	92	129	116	Washington (9)	165	188	183
Pittsburgh (13)	168	199	154	Watertown-Carhage, N.Y. (170)	—	16	—
Portland, Ore. (26)	82	100	105	Wausau-Rhineland, Wis. (130)	25	29	11
Portland-Poland Spring, Me. (79)	45	33	52	West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54)	41	32	72
Presque Isle, Me. (205)	—	6	—	Wheeling, W.Va.-Steubenville, Ohio (134)	—	41	36
Providence, R.I.-New Bedford, Mass. (42)	66	63	102	Wichita-Hutchinson, Kan. (58)	35	65	49
Quincy, Ill.-Hannibal, Mo. (151)	—	23	22	Wichita Falls, Tex.-Lawton, Okla. (126)	16	20	22
Raleigh-Durham, N.C. (35)	76	96	46	Wilkes Barre-Scranton, Pa. (59)	65	52	75
Rapid City, S.D. (167)	17	—	12	Wilmington, N.C. (152)	21	7	52
Reno (124)	20	19	21	Yakima, Wash. (128)	16	23	19
Richmond, Va. (60)	48	67	59	Youngstown, Ohio (87)	30	50	52
Roanoke-Lynchburg, Va. (71)	27	63	52	Zanesville, Ohio (202)	—	—	10
Rochester-Austin, Minn.-Mason City, Iowa (149)	17	17	21				

## Lines blur between hype and distortion in local sweeps

**WCCO-TV Minneapolis suits charging KARE(TV) with distorting ratings by sending survey to viewers asking them to watch and comment on KARE news during sweeps bespeaks problems in other markets**

As the television networks and other national progamers are confronting the disruptive transition to the people meter, local TV stations are facing a different audience measurement trauma—one that has called into question the integrity of station operators as well as the rating services supplied by Nielsen and Arbitron.

Some broadcasters say that the number of stations around the country attempting to distort ratings in the sweeps has increased dramatically, as a result of Arbitron and Nielsen policies they see as nothing more

than a slap on the wrist—a footnote on the offending behavior in the applicable rating book. Some believe that such soft-hearted sanctions from the rating services may lead in the coming months to an epidemic of attempted ratings manipulation that could for all practical purposes render the current audience measurement system meaningless.

"What's at stake here is the total reliability of the rating services," said Paul Raymon, vice president and general manager of WAGA-TV Atlanta. The Atlanta market was one of three markets where the local May books were footnoted by both Arbitron and Nielsen for alleged "research projects" conducted on behalf of one station in each of the three markets by the Minneapolis-based Atkinson Research. Competing stations in those markets, which also included Minneapolis and Orlando, Fla., charged that the Atkinson

surveys amounted to gross distortions of the sweeps period ratings and called upon Arbitron and Nielsen to delist the offending stations.

In one of the markets involved, Minneapolis, Midwest Communications, parent company of WCCO-TV there, has filed an unprecedented lawsuit against Gannett Co.'s KARE(TV), charging the latter with gaining an illegal and unfair competitive advantage in the market for both viewers and advertising sales by commissioning the Atkinson research survey ("In Brief," June 22). The survey, mailed out at the end of April, just as the sweeps started, included a three-page questionnaire and cover letter purporting to solicit viewer information about local news viewership. The cover letter, signed by company President Ronald P. Atkinson, said the survey was trying to determine, on behalf of